

REMARKS

Claims 13-24, 26-29 are pending, with claim 13 being independent. Claim 13 has been amended, and claims 1-12, and 25 have been cancelled. No new matter has been added.

Rejection under 35 U.S.C. 103(a)

Claims 13-24 and 26-29 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Angles (U.S. Patent No. 5,933,811) in view of Hu (U.S. Patent No. 6,173,322). Neither Angles nor Hu describes or suggests, "the direct connect server being connected to the network separately from the creative selection server and the content server, wherein the direct connect server ... establishes, on the direct connect server, a Uniform Resource Locator (URL) to receive the redirect command ... [and] associates the URL on the direct connect server with a URL on the content server to correspond to a specific location that the user computer was browsing on the content server," as required by amended independent claim 13. [Emphasis Added]. In addressing the previous instantiation of this claim, the Office Action notes:

Note that the command to the ad computer includes URL information on the content provider the user was reading when the ad request was made. And, Hu discloses the ad computer functions being performed by a direct connect server and creative selection server. Hence, the prior art discloses that the redirect command includes information descriptive of the location that the user computer was browsing on the content server. Hence, the prior art discloses establishing, on the direct connect server, a Uniform Resource Locator (URL) to receive the redirect command; associates the URL on the direct connect server with a URL on the content server to indicate a location that the user computer was browsing on the content server.

Applicant respectfully submits that the amended limitation requires more than the ad server to receive a redirect command that "includes information descriptive of the location that the user computer was browsing on the content server." Instead, the proposed amendment to claim 13 requires the direct connect server to associate the URL on the direct connect server with a URL on the content server to correspond to a specific location that the user computer was browsing on the content server. Indeed, in relying on member codes, portions cited by the Office Action demonstrate that there is not an association between the URL on the direct connect server with a URL on the content server such that the URL on the direct connect server corresponds to a

specific location that the user computer was browsing on the content server. Applicant's specification clearly recognizes the significance of these differences in noting, "the DCS server Ill 'knows' the location of the content page the user is currently viewing without the need for an additional message from the content server 105." See [0013], emphasis added. Accordingly, allowance of amended claim 13 and its dependent claims is respectfully requested.

Conclusion

It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

The \$810 RCE fee and the \$490 Petition for Extension of Time fee are being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. No other fees are believed due. Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

4/18/2010
Date: _____

/Thomas A. Rozylowicz/

Thomas A. Rozylowicz
Reg. No. 50,620

Fish & Richardson P.C.
1425 K Street, N.W.
11th Floor
Washington, DC 20005-3500
Telephone: (202) 783-5070
Facsimile: (877) 769-7945